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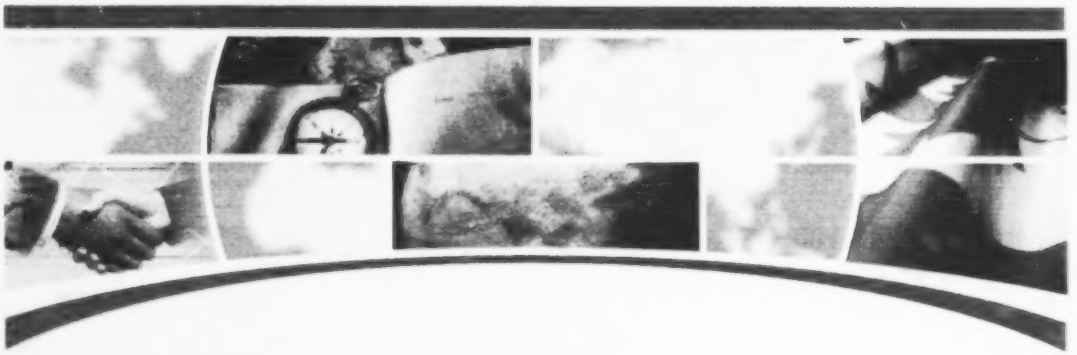


FITT makes canadian companies fit for exporting

When international opportunities knock, those who are prepared are generally more successful. But it's not easy for small and medium-sized companies to obtain the range of knowledge and skills they need to be successful exporters. The apprenticeship approach—learning from experience over time—is for many too costly a means of building long-term capabilities. That's why the Forum for International Trade Training, or FITT, has launched a series of programs and initiatives designed to provide small and medium sized companies with the competitive advantage of understanding the global trade environment. FITT's annual conference is also coming up at the end of May and will be held in Aylmer, Quebec.

Committed to providing quality international trade training and certification, FITT works with a number of learning organizations and offers on-line courses to give Canadians the skills and knowledge to compete successfully in world markets. FITT also recognizes the international trade practitioners' need to demonstrate their abilities through professional certification.

continued on page 2 — FITT

Canada Goose flying high in Sweden

Every month, one full container of Canada Goose jackets arrives in Sweden. Normally, all of the jackets are sold before they even reach the Swedish distributor. This phenomenon is what makes Canada Goose one of the greatest fashion successes in Sweden in 30 years.

Along with the unique logo—another factor for the enormous success of Canada Goose jackets—this is part of a wider phenomenon in Scandinavia: Canada is cool. According to Michael Virr, Commercial Councellor at the Canadian Embassy in Sweden, "Clothing with anything Canadian on it is very much in fashion, whether it be the maple leaf, the word Canada, or even Canadian university sweaters." But Canada's trendiness and popularity are not the whole story here.

continued on page 6— Canada Goose in Sweden

Photo credit: Canada Goose

2007-01818/

FITT — *from page 1*

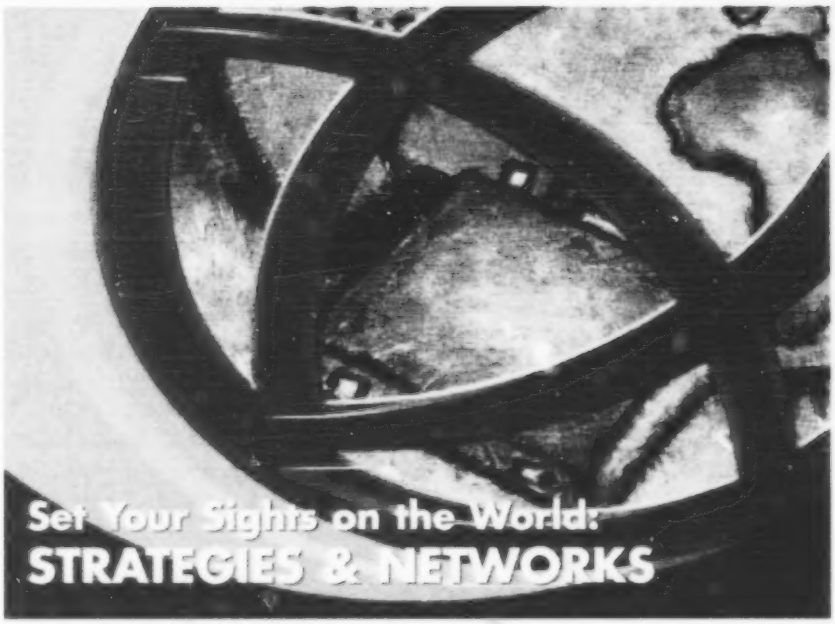
FITT is the only organization in Canada to award the Certified International Trade Professional (C.I.T.P.) designation—the Canadian credential of excellence in international trade.

C.I.T.P. designation

In response to calls from industry for a specific professional qualification in international trade and as part of its mandate to set national standards for trade training and certification, FITT introduced the Certified International Trade Professional (C.I.T.P.) designation. Those who hold the designation have met a rigorous set of requirements, including completing the FITTskills program or its equivalent and having a minimum of one year of trade experience.

FITTskills

The FITTskills program is the primary avenue for achieving the C.I.T.P. designation. FITTskills is a performance-related training program that allows participants to master the proven skills of successful global traders. FITTskills has been validated by the International Association of Trade Training Organizations. Courses are taught by seasoned practitioners who have met national selection criteria, and offered across Canada in association with a network of learning organizations as well as on-line.



Going Global Workshops

The Going Global Workshop series is a joint initiative of FITT and Team Canada Inc. These three-hour workshops, also offered on-line, introduce participants to the world of international business, including marketing, market research, trade finance and international logistics and distribution.

Specialized trade programs

Beyond the FITTskills Program and Going Global Workshops, FITT is able to custom-design courses to meet specific sector needs within the field of international business.

Membership

FITT members benefit from a variety of programs, publications and services that have been developed specifically for international trade professionals. Whether you want to advance your career, add to your skills and knowledge, or stay in touch with your peers, FITT membership can open doors for you.

These initiatives all reflect FITT's focus on meeting industry and individual training needs. FITT's goal is to help make organizations and individuals more effective in the global marketplace.

Participate in the annual conference

On May 29 and 30, FITT's national conference will be held in Aylmer, Quebec. It is a key annual event for international trade professionals and the focal point of a variety of activities, including keynote speeches by international trade experts. The conference provides an excellent opportunity for international business professionals to develop networks, and for learning about international trade issues of the day. This year's theme is "Set Your Sights on the World: Strategies & Networks."

For more information and to register, contact the FITT Conference Secretariat, toll-free: (866) 775-1817, toll-free fax: (866) 775-9569, e-mail: conference@fitt.ca, Web site: www.fitt.ca/conference/2005. For **further information** on FITT programs, go to www.fiit.ca.

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THE CANADIAN TRADE COMMISSIONER SERVICE

The Trade Commissioner Service in Canada

You're convinced that your company's product or service will succeed in foreign markets, but you want to know how to enter the global arena. Or perhaps you want to diversify your existing export trade into new markets, but need advice to go forward. Today's global economy is enticing more and more Canadian businesses to consider exporting their products and services abroad. You may be thinking of exporting but with so much available information you don't know where to begin. Are your export plan and marketing strategy sound? What services are available in your chosen market that will help you establish strong, reliable business relationships?

Our services: right here in Canada

With a team of 100 Trade Commissioners covering every province and territory in Canada and 800 Trade Commissioners working in over 140 cities around the world, the Canadian Trade Commissioner Service is here to help. Through our offices in Canada, you can obtain practical advice on implementing your export strategy, valuable market intelligence, advice on funding opportunities and business contacts to smooth your path to exporting.

One-on-one export help

If you are already exporting or you have a product or service with export potential and you are ready to become an exporter, our offices in Canada can help you implement an export strategy. We can also recommend other specialized export services that are available here in Canada or through our offices abroad.

Market and industry information

To compete in the global marketplace, your company needs up-to-date foreign market information and intelligence to guide your export strategy and plans. We are constantly gathering and analyzing such data for the benefit of Canadian exporters. With offices located in cities around the world and just around the corner in Canada, we can help you connect with Trade Commissioners and potential partners in your target markets.

Assistance in export financing

Our offices can advise you of funding programs available in your province or territory that can help Canadian companies like yours share the costs and risks of entering and expanding in foreign markets.

Trade fairs, missions and events

If you plan to visit your target market abroad, we can recommend international trade fairs and trade missions that will match your company's needs. We also work with partners to organize seminars and events in Canada that will help you learn about international business and export opportunities abroad.

Grow your company through exporting. Find new lucrative markets. Lessen your market risk. Obtain the assistance you need right here at home!

For more information, visit www.infoexport.gc.ca and select Our Offices in Canada or call us at 1 888 811-1119.

Tackling China's vast market

The scope of China's growth has been unprecedented—averaging 9% growth over the last 25 years; its import market grew last year by over $181 billion; it is now the world's third largest trading nation, second largest in terms of GDP. Furthermore, Beijing will be the host city for the 2008 Olympics, presenting even more possibilities.

Foreign companies are lining up in Beijing to compete for the ample commercial opportunities that this market presents. This past January, over 1,500 local Chinese business contacts were drawn to the Canada Trade Mission's day-long program of sectoral matchmaking seminars and business networking activities in Beijing. Canadian companies took the stage to present their goods and services to an audience of Chinese importers, distributors, and business decision makers.

The depth and innovation of products brought to China's capital city by the 335 Canadian business participants proved its drawing power as the Chinese participants spent the day meeting with Canadian trade mission participants, listening to sales pitches and participating in question and answer sessions.

Canadian companies deliver a powerful message

Trade mission participants delivered a powerful message that Canadian companies and their products continue to warrant special attention in this dynamic market. During the mission's Beijing business program alone, close to 90 bilateral commercial agreements were signed in the presence of International Trade Minister Jim Peterson.

This mission also provided an opportunity for the Canadian and Chinese governments to put into place frameworks to help realize these agreements. During his meeting with Bo Xilai, China's Minister of Commerce, Minister Peterson outlined further commitments to enhancing bilateral relations in a number of key areas, including multilateral cooperation, natural resources, energy, and trade and investment. As Minister Peterson stated recently, "With China redefining global trade, a China business plan is no longer an option for Canadian companies—it's a must."

But where do we go from here? Canada's Trade Commissioners in China are there to help export-ready Canadian companies looking to export goods, services or technologies to China. They have identified some business opportunities that are of particular interest to Canada in the coming year, in the following sectors:

- **Agriculture and agri-food**, including dairy services and processed products, canola, pork, fish & seafood, lifestyle foods and processing sector ingredients;
- **Education and training services**, including corporate and executive training, teacher training such as ESL teacher training, bilingual and leadership training, and vocational training in various sectors;
- **Transportation**, including automotive and auto parts manufacturing, clean energy technologies, aviation equipment and services, rail and urban transit projects, and safety equipment;
- **Construction**, including energy-efficient building products and architecture services;
- **ICT**, including value-added telecom services, third generation technologies, on-line gaming and emergency response systems;
- **Electric power**, including hydropower management technology development and environmental protection technology and equipment;
- **Oil & gas**, including onshore and offshore exploration, drilling equipment and services, pipeline equipment, enhanced oil recovery services, petroleum engineering and training services, and the downstream market in refined oil products and gas stations.

The successful Canadian companies are the ones that have done their research, targeted their markets and prepared themselves sufficiently. The opposite page includes a list of the top ten tips for Canadian companies to be aware of when coming to China to do business. Be prepared! Be successful!

For more information, contact the Canadian Embassy in China, tel.: (011-86-10) 6532-3536, fax: (011-86-10) 6532-1304, e-mail: beijing-td@international.gc.ca, Web site: www.beijing.gc.ca.

International Trade Minister Jim Peterson meets with China's Minister of Commerce, Bo Xilai.

10 tips for export success in China

When doing business in China, the ability to navigate cross-cultural issues is just as important as the goods and services you bring to the marketplace. This is true whether your company is just now considering the China market, recently gained its first sale or maintains an in-country presence.

Mia Doucet is the Managing Director of the Sales Development Institute and the author of *China in Motion*, a book that has assisted hundreds of Canadians in refining their export business strategy to address the cross-cultural and language challenges that affect productivity and profitability in Asia. The following tips, extracted from Doucet's award-winning book, will keep you from making some costly mistakes.

Tip #1: **The Chinese need for respect and acknowledgement governs all business communications, not just negotiations.**
Show respect by keeping some distance. Allow one person to speak at a time.

Tip #2: **Focus on building the relationship before talking business.**
Asians want to do business with people they trust. But that trust has to be earned by doing things right.

Tip #3: **Respect face.**
Never argue or voice a difference of opinion with anyone—even a member of your own team. Never make the other person wrong. Never say "no" directly, as that is considered rude and arrogant.

Tip #4: **Speak clearly because most Asians understand less spoken English than we think they do.**
Smiles and nods have more to do with respect, protocol and saving face than getting your meaning. Talk in short sentences. Listen more than you speak. Pause between sentences. Find four or five easy ways to say the same thing. Never ask a question that can be answered with a simple yes. Avoid all slang. Skip humour altogether.

Tip #5: **Manage the way you present written information.**
Document everything in writing and in detail. Present your ideas in stages. Write clearly, using plain English text. In order to appeal to the visual bias of many Asians, use sketches, charts and diagrams.

Tip #6: **Prepare for every interaction.**
A lack of preparedness can cause loss of face and trust; do not give or expect to receive partial answers from your Chinese colleagues, as that is considered offensive. Do not count on your ability to wing it.

Tip #7: **Make sure your facts are 100% accurate in every detail, or you will lose credibility.**
Do not present an idea or theory that has not been fully researched, proven, or studied beforehand. If you make a mistake, you are not to be trusted.

Tip #8: **Never pressure your Asian colleagues for a decision.**
To speed up the decision process, slow down. Start from the beginning and work through to a solution in a logical, step-by-step fashion.

Tip #9: **In negotiations, consider yourself a babe in the woods.**
Patience and a bit of humility will go a long way, as the process will be anything but smooth. Do expect your highs and lows to be like the spikes on a stock market chart. All the above tips will ensure a more successful outcome.

Tip #10: **Avoid costly customer service gaffes.**
It takes careful training and preparation to bridge the cross-cultural gap. The people on your team who communicate with your Asian customers, suppliers and local staff need to be just as aware of cross-cultural sensitivities as the business traveler who brings home the contract. Most of us are not by nature sensitive to the differences in culture—we have to be taught.

For more information, go to www.chinainmotion.com, or contact Ms. Doucet, e-mail: mia@chinainmotion.com.

Canadian seafood campaign in France goes swimmingly

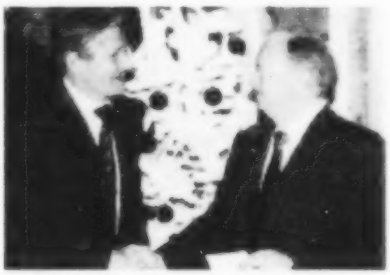
During the Christmas holidays, in co-operation with La Criée, a French fish-and-seafood restaurant chain, the Canadian Embassy in Paris, France, organized a hugely successful campaign to promote Canadian sea-food. La Criée has restaurants throughout France, the majority of which are located in the suburbs of major cities.

Called "Ma Criée au Canada", the campaign ran from December 4 to January 9. Canadian dishes were on the menu, featuring lobster and scallops (known in France under the trade name noix de Saint-Jacques). Restaurant patrons enjoyed these excellent menu selections—during the campaign, the chain dished out 220,000 servings and sold a whopping 3.2 tonnes of lobster. Thanks to this partnership between the Embassy and La Criée, Canadian seafood products were thus offered to many French restaurant patrons at a time of year when restaurants are at their busiest. The Canadian Tourism Commission also took part in this promotional campaign and Vacances Transat held a draw for return airfare between Paris and Montreal.

The campaign was launched at a luncheon attended by Canada's Ambassador to France, Claude Laverdure, and the President of La Criée, Jean-François Damour, as well as by French media, who were informed of the promotional campaign. Advertisements appeared in the free press and links among the participants' respective Web sites were exchanged, further contributing to the campaign's success. The "Ma Criée au Canada" campaign is scheduled to run again in 2005.

For more information, contact Yannick Dheilly, Trade Commissioner, Canadian Embassy in France, tel.: (011-33) 1-44-43-23-61, fax: (011-33) 1-44-43-29-98, e-mail: yannick.dheilly@international.gc.ca, Web site: www.amb-canada.fr.

The luncheon to launch the campaign was well attended.



"La Criée" President Jean-François Damour (left) and Ambassador Laverdure at the campaign launch.

Canada Goose in Sweden — from page 1

Two ingredients underscore the success of this export venture, dating back to 1993: the manufacturer—Metro Sportswear—and its reputation for high quality cold weather jackets, combined with the persistence of its Swedish dealer, Tennessee Style. Joakim Südow, Tennessee Style owner and, at the time, an importer of men's shoes, was looking for a fun sports product. He contacted the embassies of Canada, Australia and New Zealand and asked for help in identifying companies interested in exporting to Sweden.

The Canadian Embassy lends a hand

"We received fantastic help from the Canadian Embassy, a whole book of interested companies of which Canada Goose/Metro Sportswear was one," said Südow, but initial sales were slow. "In the first year, 1994, we had three customers and sold 50 jackets." By the next year, however, sales had doubled and in 1996, the figure grew to 400 jackets. Today the company is selling 15,000 Canada Goose jackets a year, which now make up 70% of Tennessee Style's revenue.

Metro Sportswear is a family-owned SME from Toronto that opened its doors some 45 years ago. 70 employees are now involved in producing extreme weather outerwear sold in North America, Europe and Asia. In 2002 and 2003, half of Metro Sportswear's production was exported to Sweden. Based on the experience acquired through its business operations in Sweden, the company decided to expand its facility in 2004. Danny Reiss, the President of Metro Sportswear, is diversifying into new markets with the goal of repeating the company's Swedish success in other markets.

For more information, contact the Canadian Embassy in Sweden, tel.: (011-46-8) 453-3000, fax: (011-46-8) 453-3016, e-mail: stkhm-commerce@international.gc.ca, Web site: www.canada-goose.com.

Want to know more about Canada and Asia? See the spring 2005 issue of **Canada World View**, Foreign Affairs Canada's quarterly foreign policy magazine, on-line at www.international.gc.ca/canada-magazine.

Secure your market at Homeland Security Istanbul

ISTANBUL, TURKEY — June 9-12, 2005 — Don't miss the chance to participate in **Homeland Security Istanbul 2005**, a trade fair that will incorporate homeland security, international policing, electronic security, rescue and equipment. It is the only international fair in the Eurasian region to specialize in national, public, and corporate security. The fair will be organized under the auspices of the Turkish Ministry of Internal Affairs, and the General Command of Gendarmerie.

Equipment, and technical services for the following security areas will be on display:

- authentication and verification
- access, surveillance, and perimeter control
- general public safety and order
- road, airport, railroad and port safety
- mobile surveillance and patrolling
- anti-terrorism
- intellectual property protection
- criminal population management
- cross-border traffic control
- illegal immigration
- cyber-crime
- drug and human trafficking
- counterfeiting
- explosives and sensitive materials detection and disposal
- technological and nuclear risks
- money laundering

The Canadian Embassy in Turkey is also planning to host an information booth at Homeland Security Istanbul 2005.

For more information, contact the Commercial Section of the Canadian Embassy in Turkey, tel.: (011-90-312) 409-2753, fax: (011-90-312) 409-2715, e-mail: ankra-td@international.gc.ca, Web site: www.cnr-homelandsecurity.com.

ANUGA: ten trade fairs under one roof!

COLOGNE, GERMANY — October 8-12, 2005 — Canadian firms looking to create or maintain exciting export opportunities should consider exhibiting in the Canada pavilion at **ANUGA** , the world's largest food and beverage trade fair that will attract over 160,000 buyers from around the world.

Agriculture and Agri-Food Canada will organize and manage the Canada fine food pavilion, where exhibitors can secure a booth in the 472 square-metre space, ideally situated along the main aisle of the venue. The pavilion will be a full service turnkey operation, professionally constructed and managed to accommodate your exhibition needs.

Qualified market experts will be available during the fair to support your market efforts and to provide on-site market intelligence and trade promotion support. New at this year's ANUGA is the addition of a demonstration area where Canadian culinary chefs will develop innovative recipes to introduce your products to visitors during the show in order to demonstrate the quality and diversity of Canadian fine food. Don't miss an ideal opportunity to create new and exciting business for your company at ANUGA, the most important trade event in the industry.

For more information, or to join the Canada pavilion, contact Brian Bonner, Agriculture and Agri-Food Canada, tel.: (613) 759-7642, fax: (613) 694-2449, e-mail: bonnerb@agr.gc.ca, Web site: www.ats.agr.gc.ca/anuga.

Be a best seller at the Tokyo International Book Fair

TOKYO, JAPAN — July 7-10, 2005 — Gain access to the world's second largest publishing market at the **Tokyo International Book Fair** (TIBF) 2005. With annual gross sales of approximately $25 billion, Japan's publishing market offers considerable potential for international publishers—over 5,400 new titles are translated annually by 600 publishers.

Each year, TIBF provides exhibitors with opportunities to negotiate publishing rights and co-publishing agreements, sell directly to importers and bookstores, negotiate rights for digitalising or imaging contents and do business with visitors from companies throughout Asia. In 2004, TIBF included 587 exhibitors from 29 countries and saw over 48,000 visitors.

For more information, contact the Canadian Embassy in Japan, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6327, e-mail: tokyo-td@international.gc.ca, Web site: www.reedexpo.co.jp/tibf/english/index.html.

AGRICULTURE AND AGRI-FOOD

Dallas, Texas (U.S.) — June 26-28, 2005 — This year's **Southwest Foodservice Expo** will be co-located with the Cantina, Club Tech and Grand Wine Expo shows, making it one of the largest foodservice trade events in the U.S. **For more information**, contact the Canadian Consulate General in Dallas, tel.: (214) 922-9806, fax: (214) 922-9815, e-mail: dalas-td@international.gc.ca, Web site: www.restaurantville.com/cc/swexpo.

New Orleans, Louisiana — August 6-8, 2005 — The **Louisiana Foodservice EXPO** is the biggest restaurant industry exposition in the Gulf South area. **For more information**, contact the Canadian Consulate General in Dallas, tel.: (214) 922-9806, fax: (214) 922-9815, e-mail: dalas-td@international.gc.ca, Web site: www.lra.org.

BIO-INDUSTRIES

Philadelphia, Pennsylvania (U.S.) — June 19-22, 2005 — Participate in **BIO 2005**, the Biotechnology Industry Organization's annual international convention, where 20,000 biotechnology and life sciences professionals are expected. **For more information**, contact Elizabeth Robinson, Trade Commissioner, Canadian Consulate in Raleigh-Durham, North Carolina, tel.: (919) 573-1810 , fax: (919) 573-1809, e-mail: elizabeth.robinson@international.gc.ca, Web site: www.bio.org/events/2005.

FISH AND SEAFOOD PRODUCTS

Lima, Peru — November 24-26, 2005 — Attend **EXPO PESCA 2005**, Peru's main international trade fair for fishing and fish farming. **For more information**, contact the Embassy of Peru in Canada, tel.: 613) 238-1777, fax: (613) 232-3062, e-mail: ccht@bellnet.ca, Web site: www.thaiscorp.com/expopesca/english.htm.

HEALTH INDUSTRIES

Dubai, U.A.E. — September 13-15, 2005 — The **International Emergency Medical Services Congress 2005** is a premier emergency medical services sector event that will attract delegates and trade visitors from all over the region. **For more information**, contact Venky Rao, Organizer's Representative, tel: (905) 896-7815, e-mail: arabhealth@rogers.com. Web Site: www.arabhealthonline.com/page.cfm/link=44.

Dubai, U.A.E. — September 17-19, 2005 — The **Patient Safety Congress 2005** is an opportunity for manufacturers and distributors to showcase their products to the growing Middle East healthcare industry. **For more information**, contact Venky Rao, Organizer's Representative, tel: (905) 896-7815, e-mail: arabhealth@rogers.com, Web Site: www.ah-patientsafety.com.

MULTI-SECTOR

Dar es Salaam, Tanzania — June 30-July 10, 2005 — Attend the **Dar es Salaam International Trade Fair**, a major promotional event organized by Tanzania's Board of External Trade. **For more information**, contact the Canadian High Commission in Tanzania, tel.: (011-255-22) 211-2831, fax: (011-255-22) 211-6897, e-mail: dslam-td@international.gc.ca, Web site: www.tptanzania.com/ditf.

OIL & GAS

Moscow, Russia — June 21-25, 2005 — **MIOGE 2005**, the 8th Moscow International Oil & Gas Exhibition and Conference, is Europe's largest forum of international and Russian leaders in the oil, gas and energy industry. **For more information**, contact Jacob Kunzer, Counsellor (Commercial), Canadian Embassy in Russia, tel.: (011-7-095) 105-6066, fax: (011-7-095) 105-6051, e-mail: jacob.kunzer@international.gc.ca, Web site: www.mioge.ru/eng.

Aberdeen, Scotland (U.K.) — September 6-9, 2005 — Don't miss the **Offshore Europe 2005 Oil & Gas Exhibition & Conference**, one of the most important events in the petroleum industry. **For more information**, contact Simon Smith, Trade Commissioner, Canadian High Commission in the United Kingdom, tel.: (011-44-20) 7258-6600, fax: (011-44-20) 7258-6384, e-mail: simon.smith@international.gc.ca, Web site: www.offshore-europe.co.uk. ♚

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